



**GOVERNMENT OF PAKISTAN
MINISTRY OF RAILWAYS
(RAILWAYS BOARD)**

**ADVISOR/EXECUTIVE DIRECTOR (BUSINESS PLANNING) (MP-I), PAKISTAN RAILWAYS,
HEADQUARTERS OFFICE, LAHORE.**

Pakistan Railways seeks suitable, qualified & experienced Business Planning Professional to serve in Pakistan Railways.

Name of Post:	Advisor/Executive Director (Business Planning) (MP-I) (One Post, Pakistan Railways, Headquarters Office, Lahore)
Required Educational Qualification & Experience	Ph.D in relevant subject(s) from HEC recognized university with 14 years- professional experience. OR Masters in relevant subject(s)(such as MBA / CA/ M.Com, etc.) from HEC recognized university with 18 years experience in relevant field.
Age Limit:	Maximum=62

- Recruitment will be made as Updated MP Scales Policy, 2021 issued by the Establishment Division, Government of Pakistan vide their O.M. No. 1/3/2020-E-6/E-8 dated 24-05-2021.
- The appointment will be on contract basis initially for a period of three (03) years further extendable for a maximum period of two (02) years on annual (yearly) basis subject to satisfactory performance.
- TORs, Job Descriptions etc, Educational Qualification with requisite experience in number of years etc., tenure of appointment, Pay Packages and short-listing criteria can be seen on our websites i.e. www.pakrail.gov.pk and www.railways.gov.pk
- Applications on prescribed format (available on our websites) alongwith complete CV, passport size photograph should reach at the address given below, during working hours within fifteen (15) days of publication of this advertisement through courier or e-mail on **dda2mor@gmail.com** (soft copy on prescribed format). Incomplete applications will not be considered.
- Ministry of Railways reserves the right to cancel the recruitment process at any stage.
- Only short-listed candidates shall be called for interview.

Director Establishment

Room No. 339, Ministry of Railways,
3rd Floor, Block-D, Pak-Secretariat,
Islamabad.

PH: 051-9203068

TORS OF THE POST OF ADVISOR/EXECUTIVE DIRECTOR (BUSINESS PLANNING)

Advisor/Executive Director (Business Planning) (MP-I) (One post)		
1.	Required Educational Qualification and Experience:	Ph.D in relevant subject(s) from HEC recognized university with 14 years-professional experience OR Masters in relevant subject(s)(such as MBA / CA/ M.Com, etc.) from HEC recognized university with 18 years experience in relevant field.
2.	Age Limit:	Maximum = 62 years.
3.	Purpose of the Position	▪ Development and efficient execution of Marketing and Business Growth strategy / plans of Pakistan Railways. ▪ Identify, track, and manage existing marketing portfolio as well as new business development opportunities and activities. ▪ Analyze market dynamics / consumer preferences and accordingly modify strategic roadmap to ensure competitive edge. ▪ Create attractive brand image in market through consistent brand presence. ▪ Cultivate, establish & maintain long-term relationship with key internal /external stakeholders. ▪ Develop mechanism for cost benefit analysis for revenue, expenses, and investments in both low-cost and high-cost passenger and freight business to improve profit and loss results of Pakistan Railways. ▪ Ensure achievement of the organization's marketing goals, strengthen brand equity, efficiently cope up with fluctuating market conditions, acquire maximum market share and fulfill organizational sales and revenue targets keeping in view organization's policies, SOPs, Government laws and regulations, Companies Act, contractual obligations, directions/guidelines from the Board. ▪ Allocate revenue targets to subordinates and implement approved marketing plans. ▪ Review and redesign business development and marketing team and lead them to achieve tangible gains in revenue generation, product development and customer relationship management.

4.	Required skills and knowledge:	▪ Comprehensive knowledge of business strategy development & implementation. ▪ Solid understanding of Market Dynamics and Demographics, Sales and Distribution Management. ▪ Thorough understanding of Product development and functionalities. ▪ Knowledge of Qualitative and Quantitative Analysis. ▪ Comprehensive knowledge of Brand building. ▪ Familiar with monitoring and evaluation frameworks. ▪ Preference will be given to candidates having variety of experience in the relevant fields such as business portfolio management, business development, marketing, investment performance analytics, and PPP projects, etc. ▪ Knowledge of ERP platforms. ▪ Extensive knowledge of Technical SOPs. ▪ Detailed knowledge of Project Management. ▪ Innovative in conceptualizing new ideas, persuasive and strong business acumen. ▪ Understanding of Government functioning. ▪ Thorough knowledge of Stakeholders Management. ▪ Knowledge of the Latest Technological Developments Worldwide. ▪ Ability to provide capacity building support at different levels. ▪ Outstanding communication, interpersonal and leadership skills. ▪ Ability to analyze and present facts in clear and logical manner.
5.	Job Description:	1. Strategic role ▪ Develop strategies to increase the Railways share in the transportation needs of various sectors of economy including bulk and non-bulk goods traffic and passengers. ▪ Develop strategies to improve Railways infrastructure and explore new revenue streams to improve financial performance of Railways.

- Present Business development plans and initiatives to appropriate forums including Federal Minister for Railways, MOR and Railway Board for review and approval.
- Provide strategic Marketing consultation to Senior Management and developing partnership in all areas of the organization.
- Review organizational structure in view of changes in business direction, new technology implications, organizational business strategy etc. to drive efficiency.
- Stay abreast with the latest advancements in market growth models/frameworks globally and implement the best business management practices.

2. Planning & Business Development role

- Develop and implement plans to enable Pakistan Railways to operate commercially and compete for customers and revenue with other transport modes and services.
- Prepare and regularly update Pakistan Railways business plan based on existing and new requirements and keeping in view the perspective of ML-1 Project.
- Develop and implement both short-term and long-term goals for Marketing and business growth.
- Spearhead team in conducting detailed investment analysis, value addition, business planning and various commercial prospects and growth projects.
- Execute strategies to capitalize on consumer trends and opportunities; initiate corrective action to rectify consumer issues.
- Develop and manage annual business development and marketing budget; define control mechanism for timely identification and rectification of anomalies.
- Ensure consistent brand presence in market and strengthen brand equity; monitor execution of overall promotional activities and define rewards for dealers on accomplishment of defined targets.

3. Building Strategic Alliance

- Boost up Pakistan Railways performance through building strategic alliances with private and public sector participation of reputable local and international financiers, original equipment Manufactures, and specialized service providers.

- Lead the implementation of business development plans, policies, and strategies by proactively engaging all other stakeholders within and outside ministry of Railways.

4. Marketing & Business Development

- Analyze current and potential market opportunities and challenges and propose corrective action plan to ensure seamless execution of strategy; identify obstacles and opportunities for marketing related projects and devise contingency plans as required.
- Review and approve proposals for new products; analyze product mix and negotiate product launch possibilities.
- Develop new products in consultation with concerned stakeholders; launch and execute strategies for new products; coordinate with relevant parties; test new products in line with performance and consumer matrix.
- Review and analyze product performance (new and existing) in market against strategic plans and measure effectiveness.
- Supervise team and provide guidelines for comparative analysis of product data to determine product positioning and pricing with team from comparison analysis.
- Set sales goals, quotas, and sales management meetings to ensure success of Marketing initiatives.
- Participate in facility inspections alongside the General Managers and Marketing Managers to ensure compliance with defined SOPs and business growth requirements.

5. Market Intelligence & Forecasting

- Direct market research activities for market and consumer behavior analysis; review market dynamics and trend analysis shared by the team; lead market research on feasibility of business growth initiatives / plans.
- Share feedback & brief team about market research findings & brainstorm for actionable items; check teams forecasting in comparison to planed & actual forecasts; seek clarifications on gaps and ensure development of internal systems in the light of future customer needs for effective development & implementation of Marketing strategy.

		6. Supervisory role ▪ Liaise with the Divisional Superintendents, Principal Officers and other government departments related to planning and development matters of Pakistan Railways. ▪ Build a team of qualified and motivated professionals in Business Development Directorate of Pakistan Railways and develop SMART goals and objectives for team member. ▪ Delegate responsibilities to subordinates and create a sense of urgency; manage performance of direct reports through objective setting, continuous support, feedback and formal appraisal; ensure parity among subordinates with regard to learning and growth opportunities; identify and develop suitable successors for critical positions. ▪ Interact with HR for recruitment of new talent; identify training and development requirements of subordinates to take future roles in coordination with HR; drive employee engagement with support of HR and functional managers. ▪ Handle administrative issues such as conflict management, grievances handling and disciplinary issues in coordination with HR, creating the need for empathy when necessary. ▪ Any other task and assignment entrusted by Secretary Railways or CEO/Sr. GM.
6.	Salary and Perks (Management Position-I Scale)	
a.	Scale of Pay	Rs. 433,950-33,000-532,950.
b.	Accommodation	Up to a rental ceiling of Rs. 101,000/- per month.
c.	Utilities	Rs. 19,650/- per month.
d.	Transport	As per monetization of transport facilities policy MP-I Rs. 95,910/- per month.
e.	TA/DA on domestic official tour	As admissible to civil servants of the highest grade.
f.	TA/DA on official tour abroad	As admissible to civil servants in Cat-I.
g.	Medical Facility	Reimbursement of medical and hospitalization charges for self, spouse and children for treatment received at Government or Government recognized Institutions in Pakistan.
h.	Leave	The incumbent shall earn leave on full pay @ 3 days per month on annual basis and the leaves earned shall be availed during the currency of the year. Title of Leave will neither be carried over to the next year in case of non-availing nor will it be encashed.
i.	Gratuity	One month's basic pay for each completed year of service.
7.	Contract Period:	
i)	Tenure of contract	Initially for a period of three (03) years further extendable for a maximum period of two (02) years on annual (yearly) basis subject to satisfactory performance.
ii)	Termination of Contract	On completion of tenure or one month's notice from either side. In case of notice by the Ministry, it shall be after approval of the appointing authority, In case of proceedings under para-6 (viii & ix) of the MP Position Scales Policy, 2020 dated 22-06-2020, the condition of one month's notice shall not be required.
8.	Discipline	As applicable in case of contract employees.

APPLICATION/INFORMATION FORM FOR CANDIDATES

Performa to be filled in by the applicant and to be attached with the application and CV;

I	Post applied for	
----------	-------------------------	--

II	Personal Information	
1.	Name	
2.	Father's Name	
3.	Email	
4.	Mobile	
5.	Address	
6.	CNIC Number	
7.	Date of Birth & Age	

III	Qualification (Start from the latest)			
#	Qualification/Degree	Year of Passing	Institution	Major Subjects
1.				
2.				
3.				
4.				
5.				
6.				
7.				

IV	Experience in Pakistan (Start from the latest)				
#	Designation	Organization	Period From	Period To	Key Responsibilities
1.					
2.					
3.					
4.					
5.					

V	International Experience, if any (Start from the latest)				
#	Designation	Organization	Period From	Period To	Key Responsibilities
1.					
2.					
3.					
4.					

VI	Trainings/Workshops/Certifications			
#	Training Course	Institution/Organization	Period From	Period To
1.				
2.				
3.				
4.				
5.				
6.				

VII	Publications			
#	Title	Journal/Periodical	Date of Publication	
1.				
2.				
3.				
4.				

VIII	Allied Skills (Please elaborate)	
1.	IT Skills	
2.	Skills related to Railways/Software/Transport	
3.	Communication Skills	
4.	Other Skills	
5.		

IX	Awards		
#	Description/title	Institution/Organization /Date	
1.			
2.			
3.			

X	Any other Information	
#	Description	
1.		
2.		
3.		

XI	References (Minimum two)
1.	
2.	
3.	

Additional pages can be attached in case of more information.

